



case study

eAuction Of Slag Mixed Metal Jam

SAIL ISP used to sell Slag Mixed Metal Jam through an offline tender process. metaljunction, on its part suggested to ISP officials to sell the material through an online forward auction. ISP officials agreed to our suggestions with a condition that at least 5 buyers would have to participate in the online auctions. Team metaljunction accepted the challenge and made a commitment to ISP to make the online auction a resounding success story.

eAuction route and bring in efficiency as well as better price realisation, adding significantly to the client's bottom-line.

Approach

metaljunction contacted all prospective buyers and arranged for pre-bid discussions with ISP. Finally the Online Forward Auction was conducted successfully with seven buyers – two more than what was committed, generating substantial revenues.

Achievements

Team metaljunction sold 15,000 MT of Slag Mixed Metal Jam through eAuction, which ensured total revenues of Rs.10.72 crore for its client SAIL ISP.

Various steel plants sell materials through the offline mode. metaljunction can help such plants explore the



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